

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----003820 132218Z /20

R 130832Z JUL 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
SECSTATE WASHDC 0185  
INFO USMISSION USBERLIN  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMEMBASSY LONDON  
AMCONSUL MUNICH  
AMEMBASSY PARIS  
AMCONSUL STUTTGART  
AMEMBASSY VIENNA

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E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJ: FY 78 COUNTRY COMMERCIAL PROGRAM (CCP) FOR FRG  
AND WEST BERLIN - THIRD QUARTER PROGRESS REPORT:  
APRIL 1 - JUNE 30, 1978

REF: BONN 06877

1. SUMMARY: TRADE OPPORTUNITY THIRD QUARTER REPORT-  
ING TARGETS FOR THOSE SEVEN CAMPAIGNS WITH QUANTATIVE  
GOALS HAVE BEEN EXCEEDED. OF THESE SIX CAMPAIGNS  
HAVE EXCEEDED GOALS SET FOR WHOLE YEAR. END SUMMARY.

2. MAJOR MISSION ACTIVITIES ARE HIGHLIGHTED BOTH IN  
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THREE TABLES GIVEN BELOW AS ALSO IN STATEMENTS OF  
INDIVIDUAL POST ACCOMPLISHMENTS.

TABLE ONE: MAJOR SPRECHTAGE (U.S. EXPORT DAYS)  
TABLE TWO: TRADE OPPORTUNITY REPORTS  
TABLE THREE: FOREIGN BUYERS PROGRAM

3. TABLE ONE: MAJOR SPRECHTAGE HELD DURING THIRD  
QUARTER FY 78:

|            |                               |
|------------|-------------------------------|
| POST:      | SPRECHTAG LOCATIONS:          |
| DUSSELDORF | GUMMERSBACH, ARNSBERG         |
| FRANKFURT  | KASSEL                        |
| MUNICH     | BAYREUTH, AUGSBURG            |
| STUTTGART  | STUTTGART, FREIBURG, KONSTANZ |

4. TABLE TWO: TRADE OPPORTUNITY REPORTS - PRODUCT-  
ION BY CAMPAIGN.

ALL GOALS FOR THIRD QUARTER HAVE BEEN MET IN ALL  
SEVEN CAMPAIGNS WHICH LEND THEMSELVES TO T.O.S  
(EXCLUDING TOURISM). AS SHOWN BELOW, IN SIX CAMPAIGNS  
WE HAVE EXCEEDED TARGETS SET FOR THE WHOLE YEAR.

A. T.O. PRODUCTION OVERVIEW

3RD QUARTER CUMULATIVE      USDOC      USDA

|       |       |       |
|-------|-------|-------|
|       | T.O.S | T.O.S |
| FY 77 | 2409  | 39    |
| FY 78 | 3228  | 121   |

B. T.O. PRODUCTION BY CAMPAIGN

CAMPAIGN      TRADE OPPORTUNITY REPORTS  
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|     |       |          |         |         |
|-----|-------|----------|---------|---------|
| NO. | THEME | ACHIEVED | TARGET  | TARGET  |
|     |       | THROUGH  | THROUGH | FOR ALL |
|     |       | 3RD QTR  | 3RD QTR | FY 78   |

|    |                       |      |     |     |
|----|-----------------------|------|-----|-----|
| 1. | COMPUTERS             | 154  | 90  | 120 |
| 2. | ELECTRONIC COMPONENTS | 199  | 150 | 210 |
| 3. | SPORTING              | 194  | 90  | 120 |
| 4. | CONSUMER GOODS        | 754  | 100 | 150 |
|    | (NON SPORTING)        |      |     |     |
| 5. | CONTROL INSTRUMENTS   | 197  | 80  | 120 |
| 6. | COMMUNICATION         | 200  | 70  | 100 |
|    | SECURITY)             |      |     |     |
| 7. | WOOD/EQUIPMENT        | 128  | 60  | 100 |
|    | TOTAL T.O.S           | 1826 | 640 | 920 |

5. TABLE THREE: FOREIGN BUYERS PROGRAM (VISITS TO  
U.S. FAIRS)

FOLLOWING GIVES PICTURE OF FBP VISITS TO U.S.  
FAIRS BETWEEN NOW AND EARLY JANUARY 1979:

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----005785 132219Z /20

R 130832Z JUL 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
SECSTATE WASHDC 0186  
INFO USMISSION USBERLIN  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMEMBASSY LONDON  
AMCONSUL MUNICH  
AMEMBASSY PARIS  
AMCONSUL STUTTGART  
AMEMBASSY VIENNA

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QUARTERBACKING SHOW BEING PROMOTED  
POST: (RED CARPET):  
DUSSELDORF NATIONAL HOUSEWARES SHOW,  
CHICAGO JULY 10 - 13, 1978  
MUNICH WESCON '78, LOS ANGELES  
(WESTERN ELECTRONIC SHOW),  
SEP 12 - 14, 1978  
FRANKFURT INTERNATIONAL WOODWORKING  
MACHINERY, LOUISVILLE,  
SEP 16 - 20, 1978  
BONN INTERNATIONAL MINING SHOW,  
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LAS VEGAS, OCT 9 - 12, 1978  
HAMBURG INSTRUMENTATION/AUTOMATION  
CONFERENCE EXPOSITION,  
PHILADELPHIA, OCT 15 - 19, 1978  
BREMEN FOOD AND DAIRY EXPOSITION '78,  
ANAHEIM, CALIFORNIA, NOV 5 - 9,  
1978  
STUTTGART INTERNATIONAL WESTERN APPAREL,  
DENVER, JAN 6 - 10, 1979  
BONN NATIONAL AUDIO VISUAL SHOW,  
NEW ORLEANS, JAN 10 - 15,  
1979

6. ACCOMPLISHMENTS OF INDIVIDUAL POSTS

(A) BONN: COMMERCIAL STAFF AT EMBASSY SPENT TOTAL  
OF 44 DAYS IN TRAVEL STATUS (TDY AND CONSULTATIONS  
WITH POSTS).

(B) BREMEN: FOCUSED ON U.S. FISH EXPORTS, E.G.  
BY ARRANGING FOR REPS OF USDOC NATIONAL MARINE FISH-  
ERIES SERVICE TO MEET WITH GERMAN GOVERNMENT OFFICIALS  
AND KEY IMPORTERS TO EXPLORE POSSIBILITIES OF  
INCREASED U.S. FISH EXPORTS TO GERMANY. POST UP-  
DATED TWO MARKET SURVEYS ON FISH AND BEGAN A FISH  
EXPORT PROMOTION CAMPAIGN OF LETTERS AND KEY PROSPECT  
CALLS.

(C) DUSSELDORF: PRODUCED TOTAL OF 906 T.O. REPORTS  
DURING FIRST THREE QUARTERS.

(D) FRANKFURT: SUPPORTED SEVERAL VISITING U.S.  
REVERSE INVESTMENT MISSIONS AND GROUPS FROM NATIONAL  
WAR COLLEGE AND INDUSTRIAL COLLEGE OF ARMED FORCES.  
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ALSO CONTRIBUTED TO SALE \$ 500,000 OF U.S. CONSUMER  
GOODS THROUGH IN-STORE PROMOTION.

(E) HAMBURG: THE HANOVER FAIR BUSINESS INFORMATION  
OFFICE (BIO) MOUNTED BY HAMBURG HAS NOW LED TO 200 T.O.  
AND 10 L.O. REPORTS. THE FOUR U.S. STATE REPRESENTAT-  
IVES DEVELOPED 45 REVERSE INVESTMENT OPPORTUNITIES. A  
BIO WAS ALSO MOUNTED AT THE HANOVER AIR SHOW THESE  
TWO FAIRS RAN FOR 18 DAYS. HAMBURGS T.O. REPORT TOTAL  
FOR FIRST THREE QUARTERS WAS 739.

(F) MUNICH: FOR SERVICES IN CONNECTION WITH MISSIONS  
FIRST ESCORTED FBP GROUP VISIT BY GERMAN BUSINESSMEN  
(TO HOUSTON SPORTING GOODS SHOW IN JANUARY) FSOS HENRY

MCCOWN, AND PAUL R. WISGERHOF AND FSL BERND KIETZ  
RECEIVED A GROUP MERITORIOUS HONOR AWARD PLUS STEP  
INCREASES. POST WAS PARTICULARLY ACTIVE IN THIRD  
QUARTER THROUGH STROLLING SPRECHTAGE VISITING FOUR

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----004064 132217Z /20

R 130832Z JUL 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
SECSTATE WASHDC 0187  
INFO USMISSION USBERLIN  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMEMBASSY LONDON  
AMCONSUL MUNICH  
AMEMBASSY PARIS  
AMCONSUL STUTTGART  
AMEMBASSY VIENNA

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FAIRS. LIKE OTHERS, ALSO PROMOTED SHOWS BEING HELD  
AT THE TRADE CENTERS IN PARIS AND MILAN AND USIMC  
SHOW IN AMSTERDAM'S "PETROTECH".

(G) STUTTGART: CONCENTRATED ON OUT-OF-OFFICE  
ACTIVITIES WITH THREE SPRECHTAGE, A BIO AT THE  
STUTTGART FAIR OPTICA, TDY BY TWO FSLs TO THE HANOVER  
FAIR, AND HANOVER AIR SHOW PLUS VISITS TO THE MUNICH  
FAIR ANALYTICA AND A VISIT BY FSL MICHAEL SPRINGMANN  
TO THE WESTERN WEAR SHOW, HELD AT THE PARIS TRADE

CENTER. LATTER TRIP DEVELOPED INFORMATION IN SUPPORT  
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OF STUTTGART'S RED CARPET FBP PROMOTION OF THE  
DENVER INTERNATIONAL WESTERN APPAREL SHOW JANUARY 1979.

7. MAJOR MISSION-WIDE COORDINATED ACTION OF THIRD  
QUARTER WAS THE HANOVER FAIR BUSINESS INFORMATION  
OFFICE AND RELATED ACTIVITIES UNDER AEGIS OF HAMBURG  
COMMERCIAL SECTION. IN AN EFFORT TO MAKE BEST USE OF  
OPPORTUNITIES OFFERED BY THIS MASSIVE, ACROSS-THE-  
BOARD GERMAN FAIR ALL POSTS IN GERMANY SENT REPRESENT-  
ATIVES TO HANOVER AT SOME TIME DURING ITS NINE DAYS  
DURATION. A TOTAL OF 20 MISSION COMMERCIAL STAFFERS  
VISITED HALLS WHERE 5,000 EXHIBITORS DISPLAYED WARES.  
FAIR PROVED UNIQUELY VALUABLE SOURCE OF MARKET INFOR-  
MATION FOR BEST PROSPECT STUDIES, T.O. REPORTS AND  
OTHER PURPOSES.  
STOESSEL

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## Message Attributes

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**Disposition Approved on Date:**  
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**To:** COM STATE  
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**Review Markings:**  
Sheryl P. Walter  
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20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014